Social Influencer Program:

Synopsis of Role:

Social Influencers are volunteer members of the university community who share APUS-related content via social media. The social influencer plays an important support role on our virtual campus, and is a professional development opportunity for students and alumni looking to get involved with the university community and enhance communication skills.

Essential Functions/Intended Outcomes:

While the social influencer role is voluntary, a high-performing social influencer completes the following activities:

- Regularly posts APUS-related content via social media platforms
- Exhibits willingness to share personal and career experiences and resources
- Maintains active participation in various social media platforms and regularly updates profile
- Provides program feedback to system administrators regularly

Professional Development and Critical Competencies:

- Self-management, leadership, and teamwork
- Administrative and project management
- Communication skills
- Organizational knowledge and strategy

Eligibility:

- Active APUS student in good academic standing
- OR alumni of the university
- OR previously completed an academic program at another college or university and enrolled in current courses in good academic standing at the university